

presented
a1
control

(c) analyzing and sorting said character profiles in said computerized database into at least three clusters, wherein each cluster corresponds to a subset of character profiles showing a predominant tendency towards one of said individual emotional orientations;

(d) producing a series of marketing campaigns for a specific product or service, wherein each campaign contains unique features directed to a specific one of said clusters;

(e) determining and presenting the appropriate campaign directed to the cluster corresponding to the character profile of said potential consumer.

not up
a2

4. (Amended) A method according to claim 2, wherein the questionnaire is presented to a potential customer through an interactive medium.

not up
a3

6. (Amended) A method according to claim 1, wherein the campaign is presented to the potential consumer by an interactive medium.

not up
a4

8. (Amended) A method for conducting a matching service between at least two people, especially useful for dating services, employment agencies, and "chat rooms", comprising:

(a) collecting information obtained from users based on individual emotional orientation selected from the following orientations: survival type, growth type, relaxation type, and a combination thereof;

(b) generating a computerized database containing personal character profiles of said users;

(c) analyzing and sorting said character profiles in said computerized database into at least three clusters, wherein each cluster corresponds to a subset of character profiles showing a predominant tendency towards one of said individual emotional orientations;

(d) matching users according to the cluster of character profiles to which the users are categorized.

Please add the following new claims:

9. A method according to claim 4, wherein the interactive medium includes an Internet service, telephone, interactive television, and a point-of-sale.

as
10. A method according to claim 6, wherein the interactive medium includes electronic mail, direct mail, telephone, interactive television, and a point-of-sale.